

Let Us Serve You

Wisconsin's state government agencies serve our state in so many ways. The Office of Marketing Services (OMS) supports these agencies by providing innovative, high-quality professional services that strengthen their connections to those they serve.

Who We Are

The Office of Marketing Services was created in 2016 through Wis. Stat. § 41.21 Marketing Clearinghouse. Our one-of-a-kind agency is housed within the Wisconsin Department of Tourism.

OMS.WI.GOV

What We Promise

OMS provides marketing consultation services to other agencies of Wisconsin State Government. While that might sound straightforward, what we do has a lasting impact. Through our office, agencies can access skilled staff and resources to help bring their ideas to life. We promise to provide highly professional results that are on strategy and executed within a reasonable time for a competitive price.

Individualized Service

We happily customize our services to each individual project or event and pride ourselves on the flexibility and buildability of our capabilities. The objectives, process, and outcomes of any OMS project are always directed by the requesting agency.

Contact Us

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Event Planning

Meetings and conventions are held to bring people together for a common purpose. Good event planning ensures that this purpose is achieved seamlessly.

There are many benefits to hiring an event planning professional. Drawing on industry knowledge and expertise, professional event planners choreograph each detail of a meeting or conference in order to achieve event objectives, present information effectively, and connect with attendees. Our staff has over 30 years of combined experience in the meeting and events industry.

Our Specialties

Planning & Support

- Coordinating conference components using professional events management software
- Securing location, lodging, and food and beverage arrangements
- Procuring expo services, conference supplies, and AV equipment
- Preparing nametags, programs, and other attendee materials
- Managing speakers, arranging transportation, and booking entertainment and activities
- Administering event evaluations and compiling results
- Organizing exhibit areas and special events

Marketing & Outreach

- Coordinating sponsor and exhibitor outreach
- Orchestrating promotional and informational emails
- Creating and managing event information websites
- Creating mobile apps for both attendees and organizers
- Designing event logos and branding materials for print and digital use
- Writing and sending press releases to appropriate publications

Registration Management

- Developing and managing online registration sites for attendees, sponsors, and exhibitors
- Creating paper or PDF registration forms
- Generating invoices, collecting and processing payments, and issuing receipts
- Providing 24/7 access to event reports through a web-based client information portal

Financial Management

- Developing sponsorship and exhibitor programs
- Determining event budgets and fee schedules
- Producing financial summary reports

